

# ANNUAL

## PROGRESS REPORT



2003

Emergency Medical Services

Alcohol and Other Drugs

Police Traffic Services

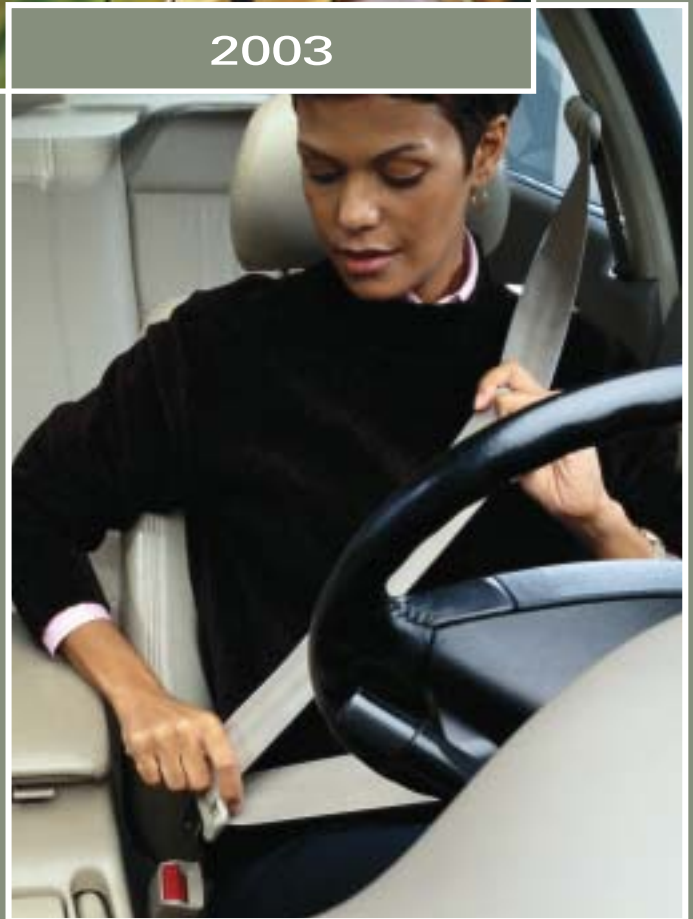
Occupant Protection

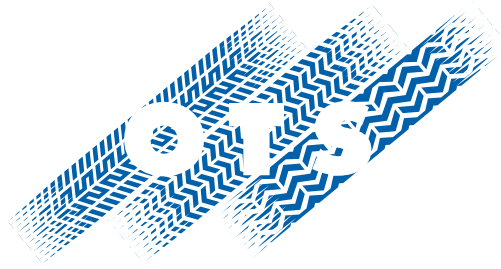
Pedestrian Safety

Roadway Safety

Traffic Records

Bicycle Safety





CALIFORNIA OFFICE OF TRAFFIC SAFETY

# 2003 ANNUAL PROGRESS REPORT



CALIFORNIA BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Arnold Schwarzenegger  
Governor  
State of California

Sunne Wright McPeak  
Secretary  
California Business, Transportation and Housing Agency



**SUNNE WRIGHT MCPEAK**

Secretary

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Dear Fellow Californians:

The Year 2003 has been one of many traffic safety challenges, as well as great accomplishments. We continue to utilize advancements in technology to improve pedestrian safety, data collection, and intersection safety as well as concentrate our efforts to make sure that all motorists and passengers buckle up. And we continue to work very hard to prevent impaired driving — a top priority considering that alcohol involved fatalities have increased for the past four years after more than a decade of decline.

More than 200 grants, totaling \$35.2 million, were awarded in 2003. Of these grants, more than one-third are sharing \$15 million in funding for education and enforcement of the State's DUI laws, including increased sobriety checkpoints, DUI patrols, warrant service operations for multiple DUI offenders and a variety of educational programs for California high schools. For example, the San Diego Police Department used a \$250,000 grant to address teen and young adult-involved DUI collisions in the San Diego region. Under the program, high school students undergo mock field sobriety tests while wearing 'Fatal Vision' goggles simulating impairment. This is just one example of the impactful programs being conducted to prevent impaired driving.

In 2004, we will strengthen our commitment to increasing seat belt use and our focus on youth programs, including illegal street racing, which continues to be a serious problem in California. Through public-private partnerships and our key stakeholders, we will strive to work more effectively and continue to explore methods that enable traffic safety practitioners to do their jobs more efficiently. OTS will also promote the use of evidenced-based technologies such as red light running cameras, vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks, and countdown pedestrian signals.

The State's traffic safety community is as passionate as ever about saving lives and preventing injuries. And as the State's Secretary for Transportation, I'm committed to supporting the efforts of the Office of Traffic Safety to assist communities in getting the job done.

Sincerely,

Sunne Wright McPeak  
Secretary

# ANNUAL PROGRESS REPORT

**FEDERAL FISCAL YEAR 2003**

## **PREPARED BY**

**CALIFORNIA OFFICE OF TRAFFIC SAFETY**

Christopher Murphy .....Deputy Director  
Marilyn Sabin.....Assistant Director, Operations  
Bill Terrell..... Assistant Director, Administration  
Mike Marando .....Director, Marketing & Communications  
Jon Kirkham ..... Interim Special Projects Coordinator  
Michele Meadows..... Operations Specialist  
Victoria Behbahani .....Regional Coordinator, Central California  
Mark Bertacchi..... Regional Coordinator, North San Francisco Bay  
Karen Coyle .....Regional Coordinator, Northern California (East)  
David Doucette .....Regional Coordinator, Central Coast  
Kimberly Garcia..... Regional Coordinator, South San Francisco Bay  
Dennis Hall .....Regional Coordinator, Inland Empire  
Jeff Hammond ..... Regional Coordinator, Los Angeles/Orange  
Suzi Haywood ..... Regional Coordinator, Northern California (West)  
Patricia Mora Rey..... Regional Coordinator, Los Angeles

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## CALIFORNIA TRAFFIC SAFETY FACTS

- In 2002, 4,136 people died and 309,487 people were injured in traffic related collisions.
- California was recently ranked by *Good Housekeeping* magazine as the safest state for children in the nation. Our state laws, including safety helmet and child restraint/seat belt laws, top the list as the toughest in the nation in protecting our children.
- California's 2002 Mileage Death Rate (MDR, fatalities per 100 million miles of travel) is 1.27, while the national MDR is 1.51. If California's rate were the same as the national average, over 750 additional people would have lost their lives in 2002. Only 10 states recorded a lower 2002 MDR than California.
- In the National Safety Council's most recent report card, California received the Nation's only "A" grade for having a high seat belt use rate and a tough seat belt law that is well enforced.
- California's seat belt usage rate survey increased slightly from 91.1% in 2002 to 91.2% in 2003. The "late eight" (8.8%) represents the more than 3 million California vehicle occupants that remain unbelted – more than the population of 21 states.
- In 2002, 46.3% of all vehicle occupants killed in crashes were unbelted. NHTSA estimates 601 of the 1,336 unbelted vehicle occupants killed would have survived, had they simply chosen to buckle up.
- In the National SAFE KIDS Campaign's most recent 'Rating the States', California received the Nation's only "A" grade for its child occupant protection laws and child safety seat use rate.
- California's 2003 child safety seat usage rate is 86.6% - up from 85.6% in 2002. Misuse is estimated to be 80%.
- In MADD's most recent "Rating of the States" report card, California received a B+ grade - the Nation's highest grade. This was the second consecutive time that California has earned the Nation's highest grade.
- California's alcohol fatality rate per 100 million vehicle miles traveled is 0.50, well below the national alcohol fatality rate of 0.62. If California's rate were the same as the national average, more than 375 additional people would have lost their lives in 2002.
- In 2002, 28.8% of all fatally injured drivers had a Blood Alcohol Content (BAC) of .08 or greater – significantly below the national average of 36%.



- Persons killed in alcohol involved collisions increased 8.3% - up from 1,308 in 2001 to 1,416 in 2002. Since 1998, California has experienced a 32% increase in persons killed in alcohol-involved collisions. However, in OTS grant funded cities, alcohol-involved fatal and injury collisions decreased 26.3%.
- Injured pedestrians under age 15 decreased 4.4% from 4,161 in 2001 to 3,980 in 2002.
- In 2002, the total number of pedestrians killed was 702 - down from 721 in 2001.



# CALIFORNIA OFFICE OF TRAFFIC SAFETY



## WHAT IS OUR MISSION?

The California Office of Traffic Safety's mission is to obtain and effectively administer traffic safety grant funds to reduce deaths, injuries and economic losses resulting from motor vehicle collisions.

## WHAT IS OUR VISION?

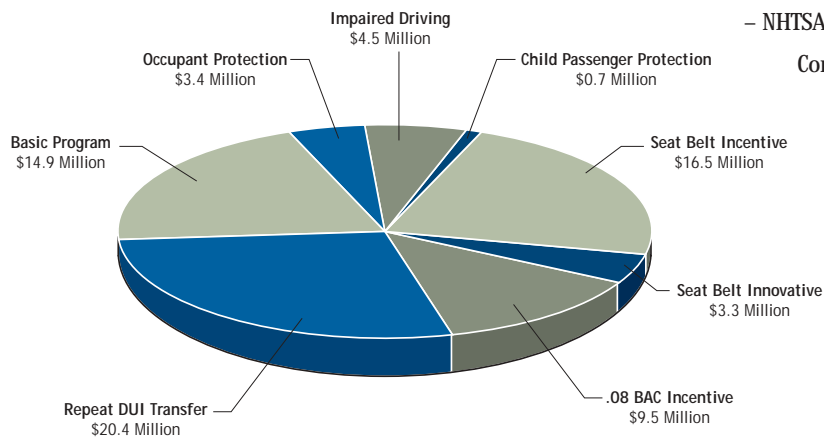
Our vision is ambitious, yet simple. Our vision is to save lives. By being results-oriented and a thought-leader in the traffic safety arena, OTS proactively responds to emerging traffic safety issues thereby reducing death, injuries and economic costs through innovative and proven evidential-based programs. To realize our vision we emphasize:

1. Providing service to our clients in all aspects of business practices.
2. Utilizing problem identification and evaluation to focus on the most pressing traffic safety problems and funding the most effective countermeasures.
3. Evaluating and improving policies and procedures by applying future oriented concepts of technology and management.
4. Working in a collaborative and strategic fashion with other agencies, private sector businesses and community organizations to expand resources and extend our messages.





## HOW DOES CALIFORNIA RECEIVE FUNDING?



FY 2003 Allocated Funds

The OTS Highway Safety program is a partnership effort between the federal government (National Highway Traffic Safety Administration – NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California Federal Fiscal Year (FFY) 2003 resulted from the passage of the Transportation Equity Act for the 21st Century (TEA-21). This is the last year for this six year bill which was passed in 1998. Funding included the base program (402) and several incentive programs. California qualified for the incentive funds using our stringent traffic safety laws (e.g., immediate license suspension for first offender drunk drivers) and our effective programs (e.g., underage drinking prevention programs).

OTS is designated by the Governor to receive federal traffic safety funds for coordinating California's Traffic Safety Program. Each year OTS solicits proposals statewide to address identified problems. OTS then develops a Highway Safety Plan. Finally, available funds are allocated to state and local governmental agencies to implement traffic safety programs and projects.

These grants provide start up "seed" money for new programs. The funds help agencies implement innovative programs at the state and local level, and leverage commitments of state, local and private agencies. This Annual Progress Report, required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905) features the accomplishments and progress of the California Traffic Safety Program.

## MOVING FORWARD

The California Office of Traffic Safety will continue to serve as a thought-leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of saving lives. OTS is receptive to new ideas. We encourage our current grantees, and those organizations with which we have not worked in the past, to bring us their best ideas for solving traffic safety challenges in their communities. We strive to be customer friendly in all of our programs and work hard to streamline processes and eliminate duplication. Future plans to improve traffic safety in California include:

- **EXTERNAL**

Continue to focus on increasing seat belt use and public information to educate Californians about the lifesaving benefits of seat belt use on each and every ride. Seat belts are the single most effective motor vehicle occupant safety device yet developed for older children and adults. Expand statewide seat belt enforcement and outreach to age groups who are not buckling up, with a special focus on teens. OTS plans to conduct a statewide survey of teen seat belt use.

We will also expand our efforts to increase sobriety checkpoints and lead innovative efforts targeting repeat DUI offenders and hardcore drunk drivers, including warrant service patrols, court sting operations, and stakeouts to capture those multiple DUI offenders and hardcore drinking drivers who violate probation or fail to appear in court.

OTS will propose a regional comprehensive “Closing the Loop” approach to intervention directed at the “Hardcore Drunk Driver” and “Repeat DUI Offender.” This effort will be a grassroots community-based coalition to include law enforcement, local and state government, superior court, city attorney, district attorney, probation, assessment, assignment, monitoring, tracking and the health care system for appropriate treatment and rehabilitation. In addition, we will rely heavily on social marketing as well as media advocacy to achieve the desired results. OTS will also determine the feasibility of DUI-only courts to better process DUI arrestees.

Additionally, OTS will expand our successful high school programs aimed at effectively reaching young people in meaningful and impactful ways. This includes the “Every 15 Minutes,” “Seat Belt Challenge,” “Real DUI Court in Schools,” and “Reality Check”. In addition to the expansion of our high school programs, OTS will broaden the reach of our middle school programs, including those, which conduct the actual sentencing part of a DUI trial on campus in front of students. OTS will also look to create more “Youthful Visitation Programs” and “Victim Impact Panels.” It is through the expansion of these reality-based programs that we can realize the most impact.

Strategically build upon existing Avoid/Regional DUI enforcement and education programs to touch the entire state, and support efforts to again bring the issue of DUI to the attention of all Californians. OTS will work diligently to ‘close the gap’ by encouraging law enforcement agencies in all areas of the state to actively take part in Avoid DUI programs.

Enhance and expand existing multi-faceted approach to DUI that supports successful, results-oriented programs combining education, prevention, enforcement, and prosecution. OTS will request NHTSA conduct an assessment of California DUI programs. This assessment includes a panel of DUI experts from throughout the nation who will review and analyze our programs, interview key individuals, and provide DUI program recommendations.

## MOVING FORWARD

Promote 30-day vehicle impound programs targeting drivers with suspended or revoked licenses. A component of this effort may include the development of 'hot sheets' which will be distributed to local law enforcement personnel to aid in the apprehension of these drivers.

Stay abreast of all the latest technological innovations and think creatively about countermeasures to confront potential traffic safety problems, including the use of evidence-based technologies such as red light running cameras, vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks and countdown pedestrian signals.

As part of our effort to utilize technological advances to conduct business and save lives, OTS will continue to embrace automation programs that produce timesaving and operational efficiencies. For example, OTS will continue to provide funding to automate the traffic citation and DUI arrest processes. These systems greatly enhance accuracy and eliminate the entry of redundant information. Another example of efficient use of technology is the application of automated collision diagramming to pinpoint key problem areas and identify appropriate solutions.

Collaborate with the California Highway Patrol (CHP) and other state agencies to examine and analyze demographic trends and establish traffic safety benchmarks associated with the 'Tidal Wave II' population of young drivers that is currently hitting California. OTS first forecasted the impact of "Tidal Wave II" in 1997, predicting that the State would experience a 33.5% increase in teens 15-19 by 2007 and with that, an increase in traffic crashes. We will seek to develop new strategies to meet this specific need. Partnerships, joint efforts and strong associations with the media will shed a new light on this challenging arena.

Continue to fund projects that support under-served communities. The risk of being injured or killed in a traffic crash is disproportionately high for members of certain groups, often under-served, as defined by race, ethnicity, socioeconomic status, and cultural practices. Latinos, African-Americans, and Native Americans are among the most severely affected. Understanding the factors that contribute to these risks is difficult, in part because data that would identify victims as members of these groups is difficult to find.

Develop traffic safety programs for the hard to reach population comprised of youth 10-18 years of age. Collisions involving this age group as drivers, passengers, pedestrians, bicyclists due to DUI, illegal street racing, speeding, reckless driving, etc. are climbing. More innovative programs covering all types of traffic safety areas are needed at the regional level, which can be replicated by jurisdictions of all sizes.

Continue our involvement in the OTS sponsored "Older Driver Task Force," headed now by CHP, to plan and develop programs to address the needs of the older drivers and pedestrians to decrease crash and injury risks now and in the future. Mobility is crucial to the social, physical and economic health of all Californians and one's drivers license is a key component. The "baby boomer" generation, those born between 1946 and 1964, is now approaching maturity, which means the number of older drivers will increase substantially.

Ensure law enforcement has the necessary training and education/information to effectively enforce key traffic safety laws, such as the substantial increase in fines for seat belt violations. This training is also critical as it relates to illegal street racing, as the ability to conduct inspections of illegally modified vehicles is a key component of prevention.

## MOVING FORWARD

OTS will also work to expand underage drinking enforcement statewide through mini-grants to local law enforcement, providing Responsible Beverage Service training to licensed alcohol outlets.

OTS will coordinate the development and implementation of regional emergency medical services programs to ensure rural communities have access to the latest “state-of-the-art” rescue and extrication equipment.

We will continue to provide safety helmets and child safety seats to parents and families in need. At the same time, OTS will ensure parents receiving this life-saving equipment have the training necessary to correctly use the safety device.

### • INTERNAL

Continue working closely with the Federal Government to ensure California receives its fair share of federal funding.

Reduce paperwork to streamline the grant application and reporting processes. We will look towards conducting as much business as possible over the Internet. Using the Internet as a tool can streamline processes and save valuable time and efforts.

Reduce state budget by proposing to NHTSA a plan that would increase their participation in planning and administration costs.

Get the money out quicker, reducing the time between the receipt of federal funds and distribution of those funds to cities/counties and state departments.

Enhance accountability by expanding and redefining performance measurements.

Utilize existing staff to conduct internal audit and mapping of processes to identify and implement new efficiencies.

Develop an employee recognition program, at no cost to the state, to properly recognize employees going above and beyond.

Building upon the success of OTS’ first ever Grant Writing Workshops in November 2003, OTS will again conduct regional Grant Writing Workshops in 2004 where we will work with participants to brainstorm new and innovative traffic safety programs.

### • MARKETING AND PUBLIC AFFAIRS

Profile innovative, California-owned safety programs. This also includes effectively communicating the lifesaving and economic savings of traffic safety practices.

Develop and execute meaningful public education programs designed to engage Californians, not just inform, thereby contributing to a measurable change in behavior. These efforts will also include campaign specific advertising (e.g., DUI, seat belts, inattention/distracted driving, and teens).

Spotlight California’s traffic safety successes and innovative grant programs, strategically linking successful programs and focusing on key program areas that make a difference.

## AREAS OF CONCENTRATION

States are encouraged to identify needs in each of the nationally designated program priority areas but OTS has the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in the 2003 fiscal year were:

- **ALCOHOL AND OTHER DRUGS**

This program aims to prevent people from driving while under the influence (DUI) of alcohol or other drugs and to remove DUI drivers from the road. Our programs use a comprehensive approach by funding educational, prevention, and enforcement programs and by focusing on high-risk groups. Grant programs include interactive youth education; college campus programs; intensive public information campaigns; education and training for judges and prosecutors; community organization involvement; equipment purchases including preliminary alcohol screening devices, portable evidential breath testing devices, checkpoint trailer purchases, court sting operations; felony DUI warrant services; DUI probation revocation programs; sobriety checkpoints and DUI roving patrol enforcement; and countywide and regional local law enforcement “AVOID” partnerships.



- **OCCUPANT PROTECTION**

The most recent statewide seat belt survey, conducted in August 2003, reports a 91.2 percent seat belt use and a child safety seat use rate of 86.6 percent. Seat belt and child safety seat programs continue to focus on statewide and local public information campaigns, increased enforcement, and community education, outreach and training. More specifically, the programs provide child safety seats to low-income families, conduct child safety seat check ups, and target teens about using seat belts.

- **COMMUNITY BASED ORGANIZATIONS**

OTS generally defines CBOs as nongovernmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of public safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances will enhance community access and message credibility in promoting traffic safety within individual communities.

## AREAS OF CONCENTRATION

- **EMERGENCY MEDICAL SERVICES**

Timely access to life saving emergency medical services is critical to the reduction of fatalities and life altering injuries resulting from motor vehicle collisions. OTS funds cost effective programs that incorporate effective strategies for improving California's EMS system's ability to meet the needs of motor vehicle collision victims. OTS funded programs provided life saving equipment, training, reliable ambulance transportation, effective communications, public information, education, access to data and evaluation.

- **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

The cornerstone of all OTS marketing and public relations efforts are programs that focus on traffic safety education and enforcement. Campaigns such as Drunk and Drugged Driving (3D) Prevention Month have gained national recognition for calling attention to the magnitude and severity of driving under the influence; while others such as Child Passenger Safety Week emphasize occupant protection. Many campaigns are held in connection with the more than 350 local grantees, which implement their own traffic safety programs at the local level.

- **PEDESTRIAN AND BICYCLE SAFETY**

OTS grantees conduct traffic safety rodeos and presentations in an effort to increase awareness among various age groups. There is a special emphasis on programs designed exclusively for the hard to reach population at the middle and high school levels. These programs are developed to be attractive and interactive in an effort to truly impact the students by cool traffic safety messages. At the elementary school level, parents and teachers are drawn into the programs as active role models and mentors in traffic safety. Comprehensive public information campaigns in two or more languages also play a crucial component. To boost compliance with the law and decrease injuries, safety helmets are properly fitted and distributed to children in need for use with bicycles,

scooters, skateboards and skates. Court diversion courses are established in several communities for those violating the safety helmet law. Other outreach endeavors were established for programs targeting the senior population along with a multicultural approach addressing safer driving and walking behaviors.

- **POLICE TRAFFIC SERVICES (PTS)**

The PTS program focuses on a comprehensive approach to enforce and encourage compliance with seat belt use, impaired driving, speed limit, red light running and other traffic laws. The grants are highly effective in reducing traffic collisions through selective enforcement and education. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions, and peripheral crime. Under these programs, a community uses all available public and private resources to identify and attack all of its significant traffic safety problems.

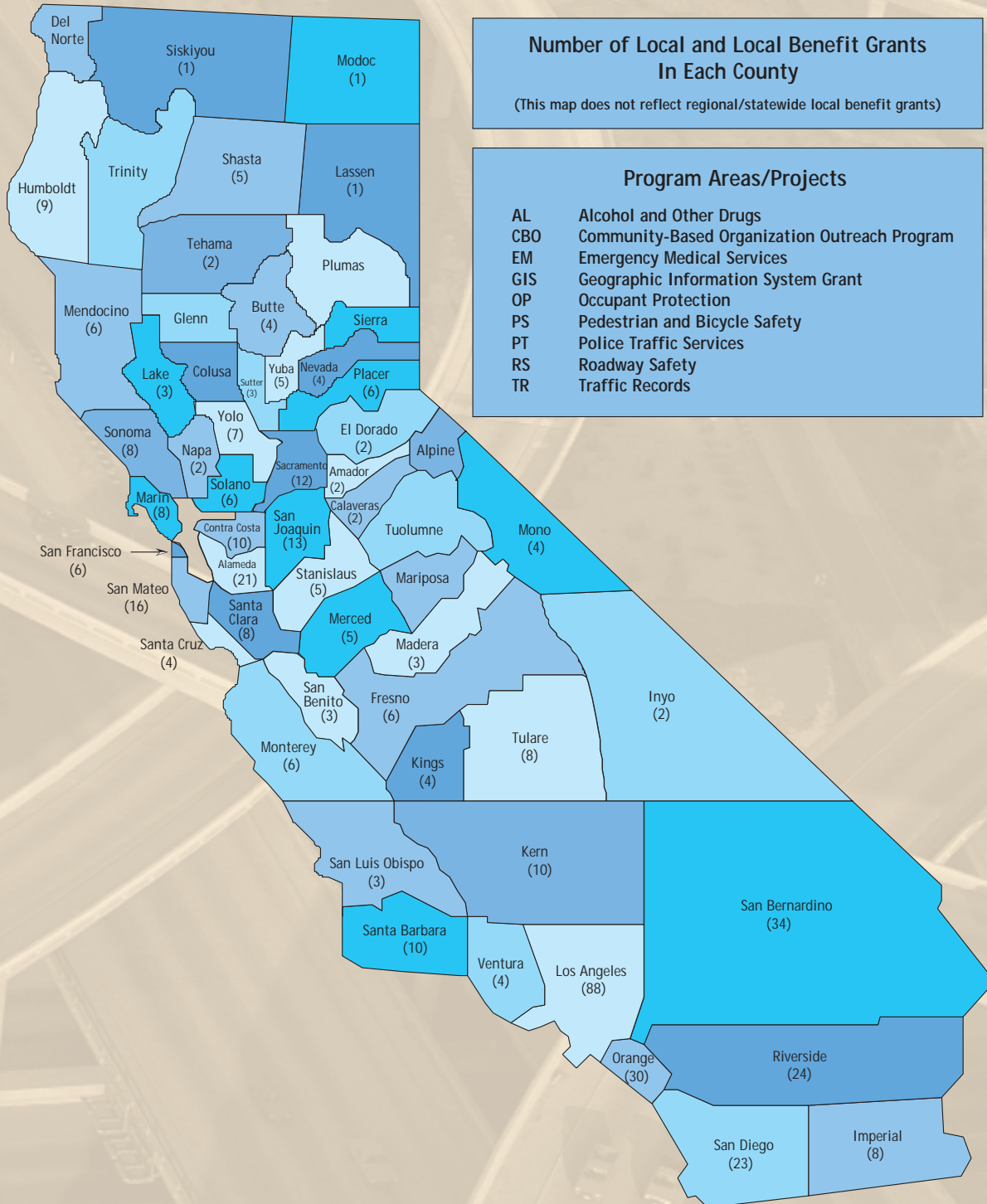


- **ROADWAY SAFETY/TRAFFIC RECORDS**

These programs concentrate on the vehicle operating environment and are strongly influenced by enforcement and engineering gathering and utilizing relevant data generated by those activities. Grant funded items include hardware, software and expert services necessary to aid in traffic records automation, eliminate process duplication and facilitate enhanced data gathering and data sharing. OTS advocates coordinated system automation efforts to augment local capabilities for the detection, analysis and resolution of traffic safety issues.



## 2003 PROJECT DISTRIBUTION



## 2003 PROJECT DISTRIBUTION

### Alameda County:

5-AL Enforcement Grants  
1-AL Equipment Grant  
1-CBO Grant  
1-EM Equipment Grant  
2-GIS Grants  
2-OP Education Grants  
1-OP Enforcement Mini-Grant  
1-PS Education Grant  
1-PS Equipment Grant  
1-PT Education Grant  
3-PT Enforcement Grants  
1-PT Equipment Grant  
1-RS Education Grant  
1-RS Equipment Grant

### Amador County:

1-OP Enforcement Mini-Grant  
2-PT Enforcement Grants

### Butte County:

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-OP Education Grant  
1-PT Enforcement Grant

### Calaveras County:

1-EM Equipment Grant  
1-OP Education Grant

### Contra Costa County:

2-AL Enforcement Grants  
1-AL Training Grant  
1-GIS Grant  
2-OP Education Grants  
3-OP Enforcement Mini-Grants  
1-PT Enforcement Grant

### El Dorado County:

1-EM Ambulance Grant  
1-OP Enforcement Mini-Grant

### Fresno County:

2-AL Enforcement Grants  
1-EM Equipment Grant  
2-OP Education Grants  
5-OP Enforcement Mini-Grants  
3-PT Enforcement Grants

### Humboldt County:

2-AL Enforcement Grants  
1-CBO Grant  
2-EM Equipment Grants  
3-OP Enforcement Mini-Grants  
1-PT Enforcement Grant

### Imperial County:

1-AL Enforcement Grant  
4-OP Enforcement Mini-Grants  
1-PS Education Grant  
2-PT Enforcement Grants

### Inyo County:

1-AL Enforcement Grant  
1-EM Ambulance Grant

### Kern County:

2-AL Enforcement Grants  
2-EM Equipment Grants  
6-OP Enforcement Mini-Grants

### Kings County:

4-OP Enforcement Mini-Grants

### Lake County:

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-OP Education Grant

### Lassen County:

1-OP Enforcement Mini-Grant

### Los Angeles County:

3-AL Education Grants  
16-AL Enforcement Grants  
1-AL Equipment Grant  
8-CBO Grants  
4-EM Equipment Grants  
6-GIS Grants  
1-OP Education Grant  
1-OP Enforcement Grant  
22-OP Enforcement Mini-Grants  
9-PS Education Grants  
2-PS Enforcement Grants  
2-PS Equipment Grants  
8-PT Enforcement Grants  
3-PT Equipment Grants  
1-RS Equipment Grant  
1-RS Records Grant

### Madera County:

1-OP Education Grant  
1-PS Education Grant

### Marin County:

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-GIS Grant  
1-PS Corridor Safety Grant  
1-PS Education Grant  
1-PS Equipment Grant  
1-PT Enforcement Grant  
1-PT Equipment Grant

### Mendocino County:

1-EM Ambulance Grant  
4-EM Equipment Grants  
1-RS Equipment Grant

### Merced County:

1-CBO Grant  
1-EM Equipment Grant  
1-GIS Grant  
1-OP Enforcement Mini-Grant  
1-PT Enforcement Grant

### Modoc County:

1-RS Equipment Grant

### Mono County:

1-CBO Grant  
2-EM Equipment Grants  
1-PS Education Grant

### Monterey County:

1-CBO Grant  
1-EM Equipment Grant  
1-GIS Grant  
2-OP Enforcement Mini-Grants  
1-PS Education Grant

### Napa County:

1-AL Enforcement Grant  
1-PT Enforcement Grant

### Nevada County:

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-GIS Grant  
1-OP Education Grant

### Orange County:

1-AL Education Grant  
8-AL Enforcement Grants  
3-CBO Grants  
1-EM Equipment Grant  
3-GIS Grants  
2-OP Enforcement Mini-Grants  
4-PS Education Grants  
3-PS Equipment Grants  
1-PT Education Grant  
2-PT Enforcement Grants  
1-RS Equipment Grant  
1-TR Records Grant

### Placer County:

1-AL Enforcement Grant  
1-EM Equipment Grant  
3-OP Enforcement Mini-Grants  
1-OP Training Grant

### Riverside County:

1-AL Education Grant  
6-AL Enforcement Grants  
1-CBO Grant  
3-EM Equipment Grants  
1-GIS Grant  
8-OP Enforcement Mini-Grants  
3-PT Enforcement Grants  
1-RS Enforcement Grant

### Sacramento County:

1-AL Education Grant  
2-AL Enforcement Grants  
1-CBO Grant  
1-EM Equipment Grant  
3-PS Education Grants  
1-PS Equipment Grant  
2-PT Enforcement Grants  
1-PT Evaluation Grant

### San Benito County:

1-AL Enforcement Grant  
1-CBO Grant  
1-EM Equipment Grant

### San Bernardino County:

7-AL Enforcement Grants  
2-CBO Grants  
5-EM Equipment Grants  
1-GIS Grant  
2-OP Education Grants  
8-OP Enforcement Mini-Grants  
1-PS Education Grant  
2-PS Equipment Grants  
5-PT Enforcement Grants  
1-RS Equipment Grant

### San Diego County:

3-AL Education Grants  
7-AL Enforcement Grants  
3-CBO Grants  
1-EM Equipment Grant  
1-GIS Grant  
2-OP Education Grants  
1-OP Enforcement Mini-Grant  
1-PS Education Grant  
1-PT Corridor Safety Grant  
1-PT Enforcement Grant  
1-PT Education Grant  
1-TR Equipment Grant



## 2003 PROJECT DISTRIBUTION

### San Francisco County:

1-AL Enforcement Grant  
1-CBO Grant  
1-EM Education Grant  
1-OP Enforcement Grant  
1-PS Enforcement Grant  
1-RS Records Grant

### San Joaquin County:

1-AL Education Grant  
3-AL Enforcement Grants  
1-EM Education Grant  
4-EM Equipment Grants  
2-OP Education Grants  
2-PS Education Grants

### San Luis Obispo County:

1-CBO Grant  
1-EM Equipment Grant  
1-OP Enforcement Mini-Grant

### San Mateo County:

3-AL Enforcement Grants  
1-EM Equipment Grant  
1-GIS Grant  
2-OP Enforcement Grants  
5-OP Enforcement Mini-Grants  
1-OP Training Grant  
2-PT Enforcement Grants  
1-RS Equipment Grant

### Santa Barbara County:

3-AL Enforcement Grants  
2-EM Equipment Grants  
2-OP Education Grants  
2-OP Enforcement Mini-Grants  
1-PS Education Grant

### Santa Clara County:

1-AL Education Grant  
2-AL Enforcement Grants  
1-CBO Grant  
2-GIS Grants  
1-OP Enforcement Grant  
1-PS Equipment Grant

### Santa Cruz County:

1-AL Enforcement Grant  
1-OP Enforcement Mini-Grant  
1-PS Education Grant  
1-GIS Grant

### Shasta County:

1-AL Enforcement Grant  
1-CBO Grant  
1-EM Ambulance Grant  
1-EM Equipment Grant  
1-PS Education Grant

### Siskiyou County:

1-EM Equipment Grant

### Solano County:

4-AL Enforcement Grants  
1-OP Education Grant  
1-OP Enforcement Mini-Grant

### Sonoma County:

4-AL Enforcement Grants  
1-EM Equipment Grant  
1-PS Education Grant  
2-PT Enforcement Grants

### Stanislaus County:

1-CBO Grant  
1-OP Education Grant  
1-PS Education Grant  
2-PT Enforcement Grants

### Sutter County:

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-RS Equipment Grant

### Tehama County:

1-OP Enforcement Mini-Grant  
1-PT Enforcement Grant

### Tulare County:

1-AL Education Grant  
3-AL Enforcement Grants  
1-EM Ambulance Grant  
1-EM Equipment Grant  
1-PS Equipment Grant  
1-PT Enforcement Grant

### Ventura County:

1-AL Enforcement Grant  
1-AL Equipment Grant  
1-PT Corridor Safety Grant  
1-PT Equipment Grant

### Yolo County:

1-AL Enforcement Grant  
3-EM Equipment Grants  
1-OP Education Grant  
1-PT Education Grant  
1-GIS Grant

### Yuba County:

1-AL Enforcement Grant  
2-OP Enforcement Mini-Grants  
1-PT Education Grant  
1-PT Enforcement Grant

## Regional and Statewide Impact Grants

### California Highway Patrol (CHP)

6-AL Education Grants  
4-AL Enforcement Grants  
1-CBO Grant  
1-OP Education Grant  
1-OP Enforcement Grant  
1-OP Training Grant  
1-PS Corridor Safety Grant  
2-PT Corridor Safety Grants  
1-PT Education Grant  
14-PT Enforcement Grants  
5-PT Equipment Grants  
1-PT Records Grant  
1-TR Records Grant

### California Department of Transportation (CALTRANS)

1-CBO Grant  
3-PS Education Grants  
1-PS Training Grant  
1-RS Education Grant  
1-RS Corridor Safety Grant  
2-RS Equipment Grants  
2-RS Evaluation Grants  
1-TR Training Grant

### Emergency Medical Services Authority (EMSA)

1-EM Education Grant  
1-EM Equipment Grant  
1-EM Evaluation Grant  
2-EM Records Grants

### Department of Motor Vehicles

1-AL Evaluation Grant  
1-TR Education Grant  
1-TR Evaluation Grant  
6-TR Records Grants

### California Department of Justice

1-AL Equipment Grant

### Department of Alcohol and Drug Programs

1-AL Education Grant

### Department of Alcoholic Beverage Control

5-AL Enforcement Grants  
1-AL Equipment Grant

### California Department of Health Services

1-OP Education Grant  
1-OP Training Grant

### California Department of Social Services

1-CBO Grant

### California Energy Commission

1-EM Training Grant

### Judicial Council of California, Administrative Office of the Court

1-AL Education Grant  
Metropolitan Transportation Commission  
1-RS Evaluation Grant

### California Public Utilities Commission

1-RS Equipment Grant

### University of California - Berkeley

1-AL Education Grant  
1-AL Evaluation Grant  
1-OP Evaluation Grant  
1-PT Evaluation Grant  
1-RS Evaluation Grant

### University of California - Davis

1-AL Education Grant

### University of California - Davis Medical Center

1-OP Education Grant

### California State University - Fresno

1-OP Evaluation Grant  
1-AL Education Grant

### California State University - San Diego

2-PS Education Grants  
1-PT Evaluation Grant

## PROGRAM GOALS AND ACCOMPLISHMENTS

### OVERALL PROGRAM GOAL

To facilitate activities/programs which contribute toward reducing the mileage death rate (MDR) from the 2002 rate of 1.22 fatalities per 100,000,000 vehicle miles of travel (VMT) to 1.0 by the year 2008. The state is currently at an MDR level of 1.27, while the national MDR is 1.5.

OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. Over the last five decades the average decline in the mileage death rate has been 30 percent per decade. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs, have resulted in the significant decline in deaths and injuries to date.

### ACCOMPLISHMENTS

The mileage death rate in California declined over the years to a low of 1.19 in 1999. However, in 2000 the MDR increased to 1.22, then to 1.26 in 2001 and now to 1.27 deaths per 100 million vehicle miles of travel in 2002. Even with the increase, our state is well below the national MDR of 1.5. This APR shows the accomplishments for 419 state and local grants.



### ALCOHOL AND OTHER DRUGS

#### STATEWIDE GOALS

- To decrease the number of persons killed in alcohol-involved collisions two percent from the calendar 1996 total of 1,254 to 1,229 by December 31, 2003.
- To decrease the number of persons injured in alcohol-involved collisions 14.5 percent from the calendar year 1996 total of 35,654 to 30,475 by December 31, 2003.
- To reduce the percentage of drivers in fatal crashes with a BAC of .08 or above, by 2.1 percentage points from the calendar year 1996 rate of 15.1 percent to 13 percent, by December 31, 2003.
- To reduce Had Been Drinking (HBD) underage drivers (under age 21) in fatal and injury collisions by 0.2 percent from the calendar year 1996 total of 2,255 to 2,250 by December 31, 2003.

#### ACCOMPLISHMENTS

- Persons killed in alcohol-involved collisions increased 12.9 percent from 1,254 in 1996 to 1,416 in 2002.
- Persons injured in alcohol-involved collisions decreased 10.1 percent from 35,654 in 1996 to 32,041 in 2002.
- In 2002, the percentage of drivers in fatal crashes with a BAC of .08 or above dropped to 13.8 percent, a reduction of 1.3 percentage points from the 1996 rate of 15.1 percent.
- HBD drivers under age 21 involved in fatal and injury collisions increased 6.3 percent from 2,255 in 1996 to 2,396 in 2002.

## PROGRAM GOALS AND ACCOMPLISHMENTS

### FUNDED PROJECT GOALS (GRANTEES)

- To reduce alcohol-involved fatal and injury collisions five percent by September 30, 2003.
- To reduce hit-and-run fatal and injury collisions five percent by September 30, 2003.
- To reduce nighttime (2100 - 0259 hours) fatal and injury collisions five percent by September 30, 2003.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions by five percent by September 30, 2003.

### GRANTEE ACCOMPLISHMENTS

- There was a 26.3% decrease in alcohol-involved fatal and injury collisions from the base year number of 5,931 to 4,371.
- There was a 13.6% decrease in hit-and-run fatal and injury collisions from the base year number of 7,507 to 6,485.
- There was a 24.8% decrease in nighttime fatal and injury collisions from the base year number of 3,780 to 2,844.
- There was a 4.2% decrease in HBD drivers under 21 involved in fatal and injury collisions from the base year number of 53 to 66.

Each year, OTS-funded projects aim to reduce fatal and injury collisions caused by drivers driving under the influence of alcohol and other drugs. A summary of fiscal year 2003 activities conducted by all OTS-funded projects with objectives related to alcohol and other drugs is provided in the following table:

ACTIVITY	NUMBER
Driving under the influence (DUI) checkpoints	498
Vehicles passing through	333,472
Drivers screened	182,949
Field sobriety tests (FST) administered	4,434
DUI arrests resulting from checkpoint operations	1,689
DUI roving patrols conducted	1,434
DUI arrests resulting from roving patrols	3,424
Portable Evidential Breath Testing (PEBT) devices purchased	972
Preliminary Alcohol Screening (PAS) devices purchased	54
Drug Recognition Experts (DRE) trained	54
Traffic safety educational presentations	2,273
Students impacted	450,000+
Traffic safety community/civic presentations	1,405
People impacted	1,600,000+
<b>Youth Education Programs</b>	
"Every 15 Minutes" presentations	102
"Reality Check, Student Press Conference" presentations	6
Real DUI Trials	11
Live theatrical presentations	9
"SLAM" (Simulated Live Action Melodrama) presentations	5
Other Traffic Safety presentations**	112
Students impacted by the previous programs	100,000+

\*\* Other Traffic Safety presentations include Sober Grad programs, MADD Fake I.D. programs, MADD Take the Lead programs, and a variety of other educational programs.

## PROGRAM GOALS AND ACCOMPLISHMENTS

### OCCUPANT PROTECTION

#### STATEWIDE GOALS

- To reduce the number of vehicle occupants killed and injured under the age of four, 23.3 percent from the calendar year 1996 total of 3,618 to 2,775 by December 31, 2003.
- To increase statewide seat belt compliance 5.2 percentage points from the June 1996 compliance rate of 86.8 percent to 92.0 percent by June 30, 2003.
- To increase statewide child safety seat compliance two percentage points from the June 1996 compliance rate of 85.6 percent to 87.6 percent by June 30, 2003.
- To reduce the number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities 9.5 percentage points from the calendar year 1996 rate of 54 percent to 44.5 percent by December 31, 2003.

#### ACCOMPLISHMENTS

- Vehicle occupants under the age of four killed and injured dropped 18.6 percent from the 1996 base year total of 3,618 to 2,946 in 2002.
- The seat belt use rate increased 4.4 percentage points from the 1996 rate of 86.8 percent to 91.2 percent in 2003.



- The child safety seat use rate increased one percentage point from the 1996 rate of 85.6 percent to 86.6 percent in 2003.
- The number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities dropped 7.7 percentage points from the base year 1996 rate of 54 percent to 46.3 percent in 2002.

#### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the number of vehicle occupants killed and injured under the age of four 10 percent by September 30, 2003.
- To increase seat belt compliance five percentage points by September 30, 2003.
- To increase child safety seat usage six percentage points by September 30, 2003.
- To decrease the child safety seat "misuse" rate five percentage points by September 30, 2003.



## PROGRAM GOALS AND ACCOMPLISHMENTS

### GRANTEE ACCOMPLISHMENTS

- Vehicle occupants killed and injured under age four decreased 15 percent from the base year total of 13 to 11.
- Seat belt compliance increased an average of seven percentage points from the base year average of 82 percent to 89 percent.
- Child safety seat usage increased an average of six percentage points from the base year average of 80 percent to 86 percent.

ACTIVITY	NUMBER
Child passenger safety trainings	1,300
Law enforcement officers trained	96
Firefighter personnel trained	6
NHTSA Certified Technicians trained	313
NHTSA Certified Instructors trained	9
Total people trained	14,757
Child safety checkups	770
Child safety seats distributed	29,440
Additional seats properly fit	11,419
Vouchers distributed	3,513
Special needs seats distributed	112
New fitting stations established	29
Court diversion classes	45
Revenues collected	\$7,800
Child seat citations	8,139
Seat belt citations	83,828
Public education presentations	777
School assemblies	1,761
People/students impacted	109,153
<b>Public information developed</b>	
PSA's	26
Posters	7
Videos	2
Brochures	46

- Child safety seat misuse decreased an average of eight percentage points from the base year average of 88 percent to 80 percent.



### PEDESTRIAN AND BICYCLE SAFETY

#### STATEWIDE GOALS

- To reduce the total number of pedestrians killed nine percent from the calendar year 1996 total of 795 to 716 by December 31, 2003.
- To reduce the total number of pedestrians injured 11 percent from the calendar year 1996 total of 16,011 to 14,245 by December 31, 2003.
- To reduce the number of pedestrians killed under age 15 by 31 percent from the calendar year 1996 total of 90 to 62 by December 31, 2003.
- To reduce the number of pedestrians injured under age 15 by 20 percent from the calendar year 1996 total of 5,156 to 4,125 by December 31, 2003.
- To reduce the number of pedestrians killed, age 65 and older by 15.8 percent from the calendar year 1996 total of 190 to 160 by December 31, 2003.

## PROGRAM GOALS AND ACCOMPLISHMENTS

- To reduce the number of pedestrians injured, age 65 and older by six percent from the calendar year 1996 total of 1,393 to 1,310 by December 31, 2003.
- To reduce the total number of bicyclists killed 14.1 percent from the calendar year 1996 total of 128 to 110 by December 31, 2003.
- To reduce the total number of bicyclists injured 10.9 percent from the calendar year 1996 total of 12,574 to 11,200 by December 31, 2003.
- To reduce the number of bicyclists killed under age 15 by 46.7 percent from the calendar year 1996 total of 22 to 15 by December 31, 2003.
- To reduce the number of bicyclists injured under age 15 by 23.8 percent from the calendar year 1996 total of 3,772 to 2,875 by December 31, 2003.
- To reduce the number of non-helmeted bicyclists killed as a percent of all bicyclists killed six percentage points from the calendar year 1996 rate of 89 percent to 83 percent by December 31, 2003.
- Pedestrians age 65 and older injured decreased 2.9 percent from the 1996 base year total of 1,393 to 1,353 in 2002.
- Bicyclists killed decreased 2.3 percent from the 1996 base year total of 128 to 125 in 2002.
- Bicyclists injured decreased 8.8 percent from the 1996 base year total of 12,574 to 11,462 in 2002.
- Bicyclists killed under age 15 dropped 13.6 percent from the 1996 base year total of 22 to 19 in 2002.
- Bicyclists injured under age 15 dropped 17.8 percent from the 1996 base year total of 3,772 to 3,100 in 2002.
- The percent of non-helmeted bicyclists killed as a percentage of all bicyclists killed fell 7.4 percentage points from the 1996 base year percentage of 89 percent to 81.6 percent in 2002.

### ACCOMPLISHMENTS

- Pedestrians killed decreased 11.7 percent from the 1996 base year total of 795 to 702 in 2002.
- Pedestrians injured decreased 10.2 percent from the 1996 base year total of 16,011 to 14,377 in 2002.
- Pedestrians under age 15 killed decreased 33.3 percent from the 1996 base year total of 90 to 60 in 2002.
- Pedestrians under age 15 injured decreased 22.8 percent from the 1996 base year total of 5,156 to 3,980 in 2002.
- Pedestrians age 65 and older killed decreased 9.5 percent from the 1996 base year total of 190 to 172 in 2002.



## PROGRAM GOALS AND ACCOMPLISHMENTS

### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the total number of pedestrians killed and injured 10 percent by September 30, 2003.
- To reduce the number of pedestrians killed and injured under the age of 15 by 11 percent by September 30, 2003.
- To reduce the total number of bicyclists killed and injured in traffic collisions 10 percent by September 30, 2003.
- To reduce the number of bicyclists killed and injured under the age of 15 by 9 percent by September 30, 2003.
- To increase safety helmet compliance for children under the age of 18 by 15 percentage points by September 30, 2003.

### GRANTEE ACCOMPLISHMENTS

- Pedestrians killed and injured decreased 20% from the base year of 357 to 286.
- Pedestrians killed and injured under the age of 15 increased 24% from the base year of 54 to 67.
- Bicyclists killed and injured decreased 15% from the base year of 233 to 199.
- Bicyclists killed and injured under the age of 15 decreased 33% from the base year of 85 to 57.
- Safety helmet compliance for children under the age of 18 increased 20 percentage points from the base year rate of 44% to 64%.

ACTIVITY	NUMBER
TRAFFIC SAFETY PRESENTATIONS	587
AUDIENCE	29,886
PEDESTRIAN AND BICYCLE YOUTH PRESENTATIONS	1,052
AUDIENCE	161,215
TRAFFIC SAFETY RODEOS	291
IMPACTED CHILDREN	49,238
HELMETS DISTRIBUTED	24,569
<b>PUBLIC INFORMATION DEVELOPED</b>	
PSA OR ARTICLES	58
BROCHURES/HANDOUTS	44,901
<b>PEDESTRIAN SAFETY DEVICES INSTALLED</b>	
ACTIVE SPEED ZONE DEVICES	24
LIGHTED CROSSWALKS	17
COURT DIVERSION PROGRAMS	28
VIOLATORS IMPACTED	839
SAVED BY THE HELMET CASES	11

## POLICE TRAFFIC SERVICES

### STATEWIDE GOALS

- To decrease the total number of persons killed in traffic collisions 4.3 percent from the calendar year 1996 total of 3,972 to 3,800 by December 31, 2003.
- To decrease the total number of persons injured in traffic collisions 1.03 percent from the calendar year 1996 total of 300,106 to 297,000 by December 31, 2003.
- To decrease the number of fatal intersection collisions 16.9 percent from the calendar year 1996 total of 752 to 625 by December 31, 2003
- To decrease the number of injury intersection collisions 2.0 percent from the calendar year 1996 total of 66,047 to 64,726 by December 31, 2003.



## PROGRAM GOALS AND ACCOMPLISHMENTS

### ACCOMPLISHMENTS

- Persons killed in traffic collisions increased 3.1 percent from the 1996 base year total of 3,972 to 4,096 killed in 2002.
- Persons injured in traffic collisions increased 3.1 percent from the 1996 base year total of 300,106 to 309,487 injured in 2002.
- Fatal intersection collisions fell 11 percent from the 1996 base year total of 752 to 669 in 2002.
- Injury intersection collisions decreased 0.3 percent from the 1996 base year total of 66,047 to 65,862 in 2002.

### FUNDED PROJECT GOALS (GRANTEES)

- To reduce total fatal and injury collisions 10 percent by September 30, 2003.
- To reduce speed-related fatal and injury collisions eight percent by September 30, 2003.

### GRANTEE ACCOMPLISHMENTS

- Fatal and injury collisions fell 11.9 percent from the base year total of 53,742 to 47,333.
- Speed-related fatal and injury collisions increased three percent from the base year number of 1,732 to 1,784.

ACTIVITY	NUMBER
Laser or radar unit purchased	99
Radar trailer deployments	2,511
Vehicles pass trailer	Over 2,500,000
Enforcement and engineering studies	27
Illegal street racing enforcement operations	14
Side-Show Enforcement Operations	10
<b>Non-traffic related arrests</b>	
Confiscated weapons	48
Narcotic arrests	133
Stolen vehicles recovered	62
Felony arrests	203



## COMMUNITY BASED ORGANIZATIONS (CBOs)

### STATEWIDE GOALS

- To effectively conduct a strategic, broad-based CBO funding plan through “umbrella” local and state governmental agencies.
- To award mini-grants to CBO's promoting traffic safety throughout their community.
- To assist CBO's build capacity by sponsoring grant writing and media advocacy workshops, and traffic safety training.

### ACCOMPLISHMENTS

- Twenty-nine local and state government “umbrella” agencies directed CBO grants.
- These 29 agencies awarded 104 mini-grants to CBOs.
- Grantee agencies provided technical assistance to CBOs through 10 workshops and 10 teleconferences.

Projects adopt the “Community Based Organizations” concept of addressing traffic safety issues through non-governmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of traffic safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances enhance community access and message credibility. This outreach program firmly establishes CBOs as key stakeholders in promoting traffic safety within individual communities.

## PROGRAM GOALS AND ACCOMPLISHMENTS

### EMERGENCY MEDICAL SERVICES (EMS)

#### STATEWIDE GOALS

- To improve emergency medical services to traffic collision victims in rural California communities by identifying and supporting programs that facilitate the delivery of quality emergency services within the critical “golden hour.”
- To improve California’s emergency medical services delivery system through the replacement of outdated and unreliable emergency vehicles and equipment.
- To continue to assess, and improve California’s emergency medical services communications system.
- To develop an integrated statewide information system that will have the capability to monitor, evaluate and elucidate emergency medical services and trauma care in California.

#### ACCOMPLISHMENTS

- To facilitate the delivery of quality emergency services within the critical “golden hour”; OTS provided funding for training, life saving medical and rescue equipment, reliable communications equipment, education and emergency transportation.
- The EMS delivery system was improved in 111 California communities through the distribution of hydraulic extrication and other specialized rescue equipment, airbag lifting systems, emergency vehicles and ambulances.
- The communications system design is under development.
- The California EMS Information System was developed and implemented. This statewide data collection and reporting system provides its users with the capability to monitor and evaluate emergency medical services and trauma care.

#### FUNDED PROJECT GOALS (GRANTEES)

- To design a pilot EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2003.
- To develop and implement a data collection and reporting system capable of gathering data from all state EMS system participants by September 30, 2003.
- To implement a bystander care education program for rural northern California communities by September 30, 2003.
- To implement a “lights and siren” public information and education program.

#### GRANTEE ACCOMPLISHMENTS

- The Imperial Valley Emergency Communications Authority (IVECA) was selected to pilot improvements to California’s EMS communication system. The communication system design is under development.
- A statewide data collection and reporting systems was implemented. The California EMS Information System is capable of gathering data from all state EMS system participants.
- The NHTSA “First There, First Care Bystander Care for the Injured” program was expanded to 11 rural Northern California communities. To date, 464 high school driver education students have completed the program and trainings for an additional 1,000 students have been scheduled. The program teaches students five simple but essential steps: stop to help, call for help, assess the victim, start the breathing, and stop the bleeding.

## PROGRAM GOALS AND ACCOMPLISHMENTS

ACTIVITY	NUMBER
Communities receiving first responder equipment (e.g., vehicles, extrication equipment and air bag lifting systems)	111
First responders receiving up-to-date training in the safe and effective use of extrication equipment	1,536
Sets of extrication tools purchased and placed into service ( a single hydraulic tool or a combination of tools {airbags, hydraulic and non-hydraulic tools} placed in service at one location)	80
Communities receiving specialized low angle rescue equipment for response to collisions in mountainous terrain	4
Communities receiving specialized equipment for scene assessment and response in low visibility situations	2
Communities receiving rescue vehicles	7
Communities receiving ambulances	1
County improved emergency communications	5
EMT training provided to rescue personnel	22
Traffic safety education community events held	49
Persons impacted	9,665
Thermal imager devices purchased	2

- The "Please Abide, Move Aside" program was implemented in two California communities reaching more than 59,464 persons. This public information campaign encourages the driving public to yield safely to responding emergency vehicles.

## ROADWAY SAFETY/TRAFFIC RECORDS

### FUNDED PROJECT GOALS

- To establish Countywide Geographic Information Systems (GIS) or other Automated Collision Analysis Systems including hardware, software and network cabling or other linking media for police departments and the public works departments.

- To ensure public works and police departments have timely access to current and complete traffic data required to identify, isolate and analyze critical traffic safety issues.
- To improve the Traffic Engineering Department's customer service by improving the time that it takes to produce and track collision reports and also by reducing the time that it takes to analyze high collision locations by 30 percent. The corresponding salary savings are to be tracked and reported.
- To implement a computerized traffic control device inventory (TCDI) modules in the engineering application that will allow for storage and retrieval of relevant traffic control device information to track, inventory and schedule maintenance and replacement logs.



## PROGRAM GOALS AND ACCOMPLISHMENTS

### ACCOMPLISHMENTS

- Statewide data indicates that automated collision and citation analysis based Geographic Information Systems were developed in 30 jurisdictions. Of those 30 jurisdictions, seven (23 percent) involved the development of a shared system between jurisdictions and or between agencies within a single jurisdiction.
- This joint system development effort ensures the sharing of traffic related data between engineering and enforcement agencies. Ultimately, the shared system leads to timely data access and data collection. The development of these systems generally replaces archaic manual or flat file systems.
- The new systems result in enormous and lasting timesavings for each of the involved agencies. Reports from a number of agencies indicate timesavings of 60 percent with the new GIS systems. The timesavings results in increased customer satisfaction and enhanced staff productivity.
- With the promulgation of GIS based collision and citation analysis systems the need for independent Traffic Control Device Inventories (TCDI) has diminished. Most GIS based collision and citation analysis systems have TCDI components that can be integrated into the developed GIS after installation. This integration of TCDI software as a component of GIS software has all but eliminated the demand for “stand alone” TDCI software. Consequently, no grants were funded specifically for TCDI.

### PUBLIC RELATIONS, ADVERTISING AND MARKETING

#### GOALS

- To build informative, successful statewide and regional traffic safety programs and campaigns that foster positive relationships, create perceptions and effect behavioral change that saves lives.
- To make safe driving the behavior of choice for all Californians, including diverse audiences and underserved communities.
- To work to ensure that OTS accomplishes its mission of reducing fatalities, injuries and economic losses resulting from motor vehicle crashes.

#### ACCOMPLISHMENTS

During 2003, OTS Public Affairs was recognized for outstanding work in a number of statewide public relations competitions. COPTails – the signature kickoff event for December’s Drunk and Drugged Driving (3D) Prevention Month – earned plaudits from the California State Information Officers Council and the Sacramento Public Relations Association for outstanding media

relations and campaign work. In addition, OTS Sports Marketing and the quarterly newsletter OTS Tracks were honored for outstanding campaign and external publication, respectively.



## PROGRAM GOALS AND ACCOMPLISHMENTS

### Drunk and Drugged Driving (3D) Prevention Month

COPtails, the signature event that since 2001 has kicked off 3D Month, was expanded last year as events that signaled the beginning of the campaign were held in Sacramento, Fresno, and the Los Angeles area. A partnership between OTS, the California Highway Patrol, the Department of Alcoholic Beverage Control and the California Restaurant Association, COPtails marries the concept of promoting the use of designated drivers in a social setting with uniformed officers as the messenger, providing credibility to the anti-DUI message. More than 250 electronic and print media placements were generated by the campaign, valued at more than \$300,000.



### Sports & Entertainment Marketing

OTS added an entertainment component to its award-winning sports marketing program during 2003. Partnerships were forged with professional baseball, hockey, soccer, and concerts at a music Amphitheatre near Sacramento. Sports and entertainment marketing promotes seat belt use and anti-DUI messages to the more than 2 million people who cumulatively attend these events. OTS partners with the California Highway Patrol on several joint elements: scoreboard messages, public address announcements, Web site postings, player PSAs, interviews, stadium events and collateral production. During 2003, the program included partnerships with the Anaheim Angels, Sacramento River Cats,

San Jose CyberRays, Los Angeles Galaxy, San Diego Gulls, Bakersfield Condors and several concerts.

### Seat Belt Mobilizations

Working with the California Highway Patrol, OTS participated in two major national and statewide seat belt mobilizations: the November 17-30 2002 statewide mobilization over the Thanksgiving holiday, and the May 19-30 2003 ABC Buckle Up America Mobilization. In connection with the CHP, the OTS actively promotes the "Seat Belts -Remember, or Be Remembered" campaign with the underlying creative theme that it takes just 2 seconds to make a life decision: buckle your seat belt, or be remembered in a body bag (as one size fits all).

### Grantee Media Support

Stepped-up urgency in publicizing local and regional DUI and Occupant Protection campaigns led OTS Public Affairs to assist more than 125 grantees in their public relations and media efforts during 2003. For example, OTS staff worked directly with the Bay Area Regional AVOID campaign in May and September 2003, on kickoff media events that publicized strong messages discouraging driving while impaired.

### Online Resources

Reaching the OTS online at [www.ots.ca.gov](http://www.ots.ca.gov) provides the latest information to constituents. The site contains regular updates on all the latest campaigns (current and past), statistical and research data, capsules of upcoming conferences, media events and various projects throughout the state. The site also provides topical information on the statewide grants process, updates on Reauthorization, and links to the latest reports and publications. The OTS Kids Site was expanded in 2003 to include more variables for youths, teens and adults. The Know How to Go game tests a player's knowledge on traffic safety, and is available in English and Spanish languages.

## PROGRAM AREA HIGHLIGHTS

### ALCOHOL AND OTHER DRUGS

The Santa Clara Valley Health and Hospital System's "DUI Court in Schools" project provides funds to convene and conduct actual DUI trials on high school campuses in Santa Clara County. This program physically relocates courtrooms to high schools and conducts trials with real attorneys, real defendants, and real judges using statutory requirements, laws, and courtroom protocols. The primary goal of this project is to institutionalize a countywide court-school-community program. In fiscal year 2003, 11 DUI trials were held on high school campuses, impacting more than 2,750 students.

The City of Oakland has been plagued with a cruising problem widely referred to as the "Sideshow." The problem is characterized by numerous incidents of reckless driving, exhibition of speed, DUI, and unlicensed driving. This project is a collaborative effort between the community, police, city, state officials, and OTS and has been increasingly successful in addressing the problem. This project is allowing Oakland Police Department to deal with the most egregious and dangerous violators. The Sideshow Abatement Program has had very solid success in all aspects of the grant. In addition to the enforcement operations, the grant also developed a PSA and purchased radio time to run the PSA.

The Huntington Park Police Department's "DUI and Reduction of Under Age Drinking Program" successfully completed six Department of Alcoholic Beverage Control's (ABC) Minor Decoy Operations at 72 licensed locations during fiscal year 2003. These details yielded 19 completed sales to the decoy minors. Citations were issued to the violating establishments and staff, and commendations were handed to those businesses, which complied with ABC laws and regulations. Also, a graphic message trailer was

deployed four times a week targeting two locations with reported high DUI incidents. All uniformed personnel were certified in the use of portable alcohol screening devices and standardized sobriety field-testing. The total overall DUI arrests for Huntington Park Police Department increased 67% during fiscal year 2003.

OTS funding resulted in a tremendous technological gain for officers in the immediate collection of breath evidence during DUI stops. The California Department of Justice (DOJ), developed and fielded about 800 Portable Evidential Alcohol System (EPAS) devices that meet Title 17 requirements. The Bureau of Forensic Services completed training for officers in 46 counties during September 2003, and allocated 800 EPAS devices to the California Highway Patrol, the California Department of Alcoholic Beverage Control, and local law enforcement agencies.



## PROGRAM AREA HIGHLIGHTS

“AVOID” programs have become a valuable weapon in the arsenal of programs funded by OTS to discourage drinking and driving. “AVOID” is a countywide effort of DUI enforcement and public education aimed at reducing persons killed in alcohol involved crashes during select holiday periods. The campaigns enlist a single host agency to spearhead the effort to organize all local enforcement agencies (including local CHP) to present a united front aimed at removing the drinking driver from the roadway. The campaigns generally employ a two-pronged approach to achieve their objective: 1) enforcement via DUI checkpoints; and 2) public information and education. The “AVOID” effort has been an effective and efficient way to bring all of the resources of a county together in efforts to decrease the crashes resulting from drinking and driving. In one example of this united front, during fiscal year 2003, nine counties in the San Francisco Bay Area participated in a regional AVOID, bringing together at least 120 separate enforcement agencies.



Newspaper Article

### OCCUPANT PROTECTION

The “California Seat Belt Compliance Campaign” provided mini-grants to 88 local law enforcement agencies for two-week enforcement mobilizations. Seat belt observation surveys provided information on the best locations for conducting an enforcement campaign, and made

the agencies aware of the seat belt use compliance rate in their communities. Each agency conducted roll call training by reviewing the different vehicle code violations that make up California’s occupant protection laws. During the two-week period, 29,725 citations for vehicle occupants 16 years and older and 1,734 citations for 15 years and younger were

written for a total of 31,458 citations. These efforts resulted in an increase of six percentage points, from 84% to 90%.

The Solano County Health and Social Services Department collaborated with local community-based organizations as well as with local fire and police agencies. Local health clinics augmented services by developing highly publicized local child safety seat checkups and monthly child safety seat inspection stations in each of three county regions. Child safety seat education and installation classes for the general population were also delivered. The checkups and inspections were conducted by NHTSA certified technicians. The original objective was to train 10 community volunteers (five Spanish speaking) from fire, police and community-based organizations. Thus far, 15 NHTSA technicians have been certified. Of this group seven are bilingual (Spanish). In year two of the project, there will be a continuance of the car seat checkups and inspections countywide. In addition, there will be a public information campaign utilizing movie theater screens, electronic signboards and a grocery bag child safety seat informational message campaign.

The San Fernando Police Department’s “Operation Safe-Kids Child Passenger Protection Program” realized a 100 percent child safety seat usage rate in child passengers and 99 percent seat belt usage rate in occupants of vehicles involved in collisions within the City of San Fernando. The program consisted of frequent and intensive occupant protection enforcement patrols, which also became a significant factor in reducing the city’s overall crime rate by 12%. Partnering with the local business community gave this project the boost it needed to promote traffic safety and with the assistance of eight community-based organizations. These CBOs conducted a successful child safety seat distribution program (a total of 380 car seats) and 57 check-up events.

## PROGRAM AREA HIGHLIGHTS

### BICYCLE AND PEDESTRAIN SAFETY

The California State University at San Diego hosts the “Implementation of Older Adults and Traffic Safety Task Force Recommendations” program. California established the Older Adults and Traffic Safety Task Force which developed and published the “Traffic Safety Among Older Adults: Recommendations from California.” The Implementation Task Force, led by CHP and comprised of public and private partners, has selected various recommendations to implement including, development of a public relations campaign, providing expertise to the State Assembly Committee on Transportation, and including traffic safety in governmental strategic planning.

The Los Angeles Unified School District’s “School Safe Traffic Zone” provided a comprehensive program consisting of enforcement, engineering, education and community enrichment for students in the district. The project has successfully introduced a bicycle and pedestrian citation diversion program through youth traffic safety classes reaching over 1,500 participants in just one year. This program impacted 9,580 people through community events, distributed 2,262 helmets and conducted 554 workshops

for 134,316 students. The 325 skills and traffic interactive courses reached a student population of 65,221. Overall, incidents involving injured or fatal bicyclists less than 18 years of age during school arrival and dismissal times were reduced by 18.5%. Injury or fatal incidents involving young pedestrians during school start and end times decreased by almost 24%.

The City of Glendale’s “Sequential Crosswalk Pavement Lighting Systems on Glendale Avenue” project provided funds for the acquisition of five in-roadway warning light systems to be installed South Glendale Avenue. These systems alert approaching vehicular traffic of the presence of pedestrians in uncontrolled crosswalks. The primary goal of the project is to decrease fatal and injury collisions in the targeted intersections, thus providing a safer environment for both pedestrians and motorists. Surveys show that pedestrians are encouraged to walk in the project target area as a result of the new safety features. A study conducted after the devices were installed showed that 82% of motorists stopped and yielded for pedestrians as compared to only 18% prior to the activation of the systems.





## PROGRAM AREA HIGHLIGHTS

### POLICE TRAFFIC SERVICES

The Santa Monica Police Department's "C.R.E.A.T.E. (Community Resource, Education and Traffic Enforcement) Program" is a partnership between the Traffic and the Vice Units. For the first time in traffic safety, the Vice Unit is incorporating its services into an OTS grant to attack underage drinking. Using the Department of Alcoholic Beverage Control's (ABC) programs, Vice members deploy staff to conduct the Minor Decoy and Shoulder Tap Operations to crack down on illegal sale of alcohol to minors. During 2003, they have completed three Minor Decoy and Two Shoulder Tap details. One staff member of a restaurant was cited along with a minor, becoming the

basis for training held for all employees of the establishment on the ABC laws and regulations.



The Cypress Police Department "Operation Safe Passage" traffic safety program utilizes education and enforcement to address high collision segments in the city with a low percentage of citations issued. Analysis of the existing collision/citation database gives the police department the information to develop and manage a concentrated effort on these locations. The enforcement effort included three DUI checkpoints, 18 DUI roving patrols, and 35 concentrated traffic enforcement efforts focused on decreasing red light running collisions. With collaboration of MADD, traffic safety education was provided at eight community events and eight elementary/high schools with an attendance of 9,060. Alcohol involved collisions have decreased of 72 percent, as well as red light running collisions, which dropped 52 percent from 29.

CHP implemented a successful corridor program in an effort to reduce commercial vehicle collisions along three selected problematic corridors within the state. The overall goal is to reduce truck-involved collisions along Interstate 710, the Long Beach freeway, Interstate 5, the Golden State Freeway in the Sacramento area, and Interstate 580, in the east part of the San Francisco Bay Area. Project objectives include convening a task force for each corridor, identifying factors contributing to truck-involved collisions on each corridor, developing a safety action plan for each corridor, and implementing potential solutions identified by the task forces. Combined enforcement activities contributed to an overall average reduction in reportable collisions by nine percent.

### COMMUNITY BASED ORGANIZATIONS

Host or "umbrella" agencies utilized various outreach mechanisms for fostering equal opportunity to all non-profit organizations in applying for mini-grants. These mechanisms included media advocacy through articles publicizing OTS funded opportunities, broadcast interviews, advertisements in newspapers and trade publications, directing non-profits to key contact personnel with the OTS grantees, word-of-mouth, e-mail outreach through internet research of non-profits, and direct solicitation meetings.

Implementation of this program has proven to be very successful in getting OTS funding to grass roots community based organizations that otherwise might not have had access to funding. Among the many beneficiaries were non-English speaking communities including Latino, Russian, Lithuanian, Ukrainian, Romanian, Korean, Vietnamese, Japanese, Chinese, Laotian, and Cambodian. The outreach



## PROGRAM AREA HIGHLIGHTS

has benefited bicycle safety, pedestrian safety, distracted driving, drowsy driving, older drivers, DUI, skateboard, scooter, in-line skating, seatbelt, and child passenger safety seat access and proper installation and use.

The University of California, Irvine “Community-Based Action for Traffic Safety” program addresses DUI and traffic safety for youth, older adults, and non-English or limited-English speaking populations in Orange County cities. This project implemented three programs. One program hired two senior citizens from eight community-based senior centers to design and implement traffic safety projects at senior centers. Secondly, the project provided DUI mini-grants to six CBOs serving non-English or limited English speaking populations developing culturally and linguistically appropriate DUI prevention programs. In addition, the project developed a two-day “Youth Traffic Safety Summit” to outreach to the 16-24 year age group.

The San Bernardino County Department of Public Health, Family Support Services’ “Community Based Organizations’ Traffic Safety Program” implemented four mini-grants. Accomplishments include 1) the Asian American Resource Center participated in health fairs and developed traffic safety advertising for the Asian community; 2) the High Desert, Adolescent, Family Services Center utilized the Vince and Larry Dummies at community events and schools; and 3) the Campaign for Alcohol Free Kids provided fitting stations and no-cost safety seats to four remote cities. These mini-grant projects reach thousands of citizens through demonstrations, fitting stations, informational outreach, and media advocacy.

### EMERGENCY MEDICAL SERVICES

The Arrowbear Volunteer Fire Department in San Bernardino County and the Long Valley and Wheeler Crest Volunteer Fire Departments in Mono County exemplify the incredible enhancements grant projects bring to fiscally struggling volunteer fire departments throughout California. These agencies procured invaluable equipment that was used at actual crash scenes to save lives that may have been lost otherwise. The equipment includes “jaws of life” extrication equipment, hydraulic rams and spreaders, airbag lifting systems, power units, and low-angle rescue systems for over-the-side crash scenes.

This next highlighted project is a public information campaign that seeks to encourage the driving public to yield safely to responding emergency vehicles. The San Francisco Fire Department (SFFD) “Please Abide, Move Aside” project launched an effective full scale information campaign through the distribution of educational and promotional materials in multiple media modes and in multiple languages (English, Spanish, Chinese). A website has been created [www.pleaseabidemoveaside.com](http://www.pleaseabidemoveaside.com) to support the project and provide information to the general public. Informational posters for the project have appeared on buses (15,704,000 impressions per month), bus shelters, (35,910,000 impressions per month) and on the exterior of public restrooms. In addition to the strong multi-modal and multi-lingual public education campaign, the project made a solid effort to exhibit at 29 local events in the City of San Francisco and the California State fair (approximately 53,700 exposures). This high level of activity gave the project campaign wide recognition among officials and the citizenry in the City of San Francisco.

## PROGRAM AREA HIGHLIGHTS

### ROADWAY SAFETY/TRAFFIC RECORDS

The Santa Ana's Police Department "Hand-Held Citation, Collision and DUI Report Writing Data Management System" project developed and implemented an automated hand held citation and report writing process. The project developed customized hardware and software and purchased 33 hand held devices. The project reduced the time required to issue and process traffic citations, reduced the number of citations that needed to be amended to correct errors and also reduced the time it takes to complete collision and DUI reports. All traffic officers were trained in the procedure and field use of the citation device. A total of 2,507 citations were issued with only 41 citations (slightly more than 1%) with errors requiring correction. The software to support the collision and DUI report writing has been developed but has not yet been fully implemented.



The primary thrust of the Monterey County "Automated Collision/Citation Analysis and Tracking System" was to create an effective, easily maintained GIS based system that could support programs aimed at reducing the frequency and severity of traffic collisions throughout



Monterey County. The system provided five cities' Police Department traffic enforcement personnel, city transportation engineers, and departmental managers with timely and accurate information to base engineering, enforcement and other traffic related safety decisions. The project has increased productivity in enforcement and engineering functions by creating the ability to generate daily, weekly, monthly and annual reports on collision and citation location and other traffic safety statistics. In addition, all staff have been fully trained in the use of both hardware and software. Finally, the project established regular meetings between engineering and enforcement to coordinate and discuss data management issues and traffic safety strategies associated with the project.

## LEGISLATION

During the 2003-2004 Legislative Session, OTS staff monitored and tracked several important traffic safety related bills. The following bills were passed and signed by the Governor and enacted into law:

### **AB 301 -**

Prohibits any person from driving a motor vehicle if a video monitor, video screen, or any similar means of visually displaying a video signal that produces entertainment or business applications, is operating and is located in the motor vehicle at any point forward of the back of the driver's seat, or is operating and visible to the driver while driving the motor vehicle. Effective date: 1/1/04

### **AB 1022 -**

Strengthens local government oversight of cameras installed at intersections to document red light runners. It bans vendors who maintain the cameras from being paid based on the number of citations issued. Effective date: 1/1/04

### **AB 1625 -**

Increases the cost of failing to wear a seat belt by allowing court costs and penalties to be imposed on top of the fine. The cost of a citation — now a maximum of \$20 for a first violation — could rise to \$60 or \$70. Effective date: 1/1/04

### **AB 1697 -**

Requires children who are under 6 years old or weigh less than 60 pounds to ride in the rear seat of vehicles except under certain circumstances. Effective date: 1/1/05

### **SB 408 -**

Requires the Department of Motor Vehicles to determine that a person has no prior DUI convictions within seven years of the current offense, and that the person's driving privilege has not been suspended or revoked under certain DUI provisions, prior to imposing a restriction instead of a suspension on the driving privilege. Effective date: 1/1/04

### **SB 416 -**

Require the Department of Motor Vehicles to grant a driver's license restriction instead of suspension for second DUI violators under certain conditions. Effective date: 1/1/04





**NOTES:**



Arnold Schwarzenegger, Governor  
State of California

Sunne Wright McPeak, Secretary  
Business Transportation  
and Housing Agency

Christopher Murphy, Deputy Director  
Office of Traffic Safety